

# "What are you working on today?"

## Filtration: Symptoms and Solutions

### 1. The Dirty Facts on Indoor Air

\*According to a 1989 State of Massachusetts Study, 50% of all illness is due to poor indoor air quality.

\*Indoor air can contain contaminants that can trigger Allergies & Asthma Attacks.

\*Radon, Mold and Candles are silent problems.

\*Toxic, Household Chemicals are the modern Agent Orange

\*House pets, especially cats are a major culprit to initiate asthma and allergy attacks. According to the Asthma and Allergy Foundation of America, adding an indoor air cleaner with a HEPA filter to central heating and air conditioning can help remove pet allergens from the air.

### 2. Does Consumer Demand Exist? YES

Less than 5% of homeowners are aware of whole-home air cleaners. Many homeowners believe portable air cleaners are their only option.

### 3. Who is the Prime Target Market for Air Cleaning Systems?

Senior Citizens and Baby Boomers

Persons with asthma, allergies and respiratory illness

Smokers, Pet Owners

New Homeowners and Renovators

### 4. How do Air Cleaning Systems Benefit the Consumer?

\*Air Cleaners will remove allergens and lung damaging particles such as atmospheric and household dust, mites, pollen, mold, bacteria, viruses, pet dander, cooking smoke and grease, tobacco smoke particles, and lots more.

\*Depending on the model, they can also remove odors and gases (VOC's) emitted from common sources like carpets, cabinets, glues, household cleaners, paints, varnishes, solvents, personal care products, etc.

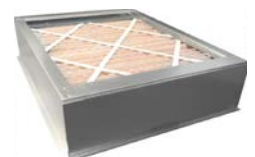
\*Helps protect the HVAC equipment from debris.



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## 5. How to determine the best Air Cleaning System for your customer.

VARIABLES	MEDIA <i>P102-NC P102-MF/P102-14MF P102-RAM Perfect Platform</i>	ELECTRONIC <i>P102-D Series</i>	TRUE HEPA <i>P102-HEPA Series</i>	HEPA, UVC & PCO <i>FSDM900UV-VO-VS</i>
Allergies, Asthma, Respiratory Illness (ie. COPD)	X	X	Media + HEPA or Electronic + HEPA	Media + HEPA FSDM900UV or Electronic + HEPA FSDM900UV
Auto Immune Diseases, Cancer	X	X	Media + HEPA or Electronic + HEPA	Media + HEPA FSDM900UV or Electronic + HEPA FSDM900UV
Multiple Chemical Sensitivity, Environmental Hypersensitivity	X		Media + HEPA	<b>Media + HEPA FSDM900UV</b>
Cigarette Smoke		X	Electronic + HEPA	Electronic + HEPA FSDM900UV
Heavy Cooking Odors		X	Electronic + HEPA	<b>Electronic + HEPA FSDM900UV</b>
Pets—birds, cats, dogs	X		<b>Media + HEPA</b>	Media + HEPA FSDM900UV
New Home or Recently Renovated Home	X	X	Media + HEPA or Electronic + HEPA	<b>Media + HEPA or Electronic + HEPA FSDM900UV</b>
Radon		X	Electronic + HEPA	Electronic + HEPA FSDM900UV
Home with flood or sewer backup damage		X	Electronic + HEPA	<b>Electronic + HEPA FSDM900UV</b>
Hair or Nail Salon			Media + HEPA	<b>Media + HEPA FSDM900UV</b>
Dental Laboratory			Electronic + HEPA	<b>Electronic + HEPA FSDM900UV</b>
Doctors Office			Electronic + HEPA	<b>Electronic + HEPA FSDM900UV</b>
Animal Shelter, Veterinary Clinic	X		Media + HEPA	<b>Media + HEPA FSDM900UV</b>



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